



# hoolock

Solving the equation of sales

# Newsletter

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Welcome



## Welcome

Half way through the year!

Every year seems to go faster. In particular this year, which has been the first year in three years without any covid restrictions. I feel like I have not stopped since I went back to work after Christmas. I'm very much looking forward to my vacation starting next week, taking in a trip to Stockholm, my nephew's wedding and my son's graduation.

With so many people going on vacation, making progress with your customers can be difficult. Processes slow down as people are reluctant to make decisions without talking to their colleagues. As a result, it is a great time to take stock of your year, review successes and things that did not go as planned. Plan how you will work in the second half of the year and then put those plans into action.

## Presentations

I have been working with a number of people this year to improve their presentation skills. This is one of the most rewarding things that I do as a consultant. Almost everyone I know has sat through a bad presentation recently and it is so disappointing as with a small amount of help, almost anyone can make a good presentation. The difference that some help can make can be quite dramatic. One of my clients recently commented:

*"I worked with Tim in the lead up to my very first pitch for investment and won 'best pitch award' which I feel is testament to the help and support Tim gave me. I would highly recommend Tim & Hoolock Consulting and I am incredibly grateful for the work we have done together. Tim assisted me in creating my pitch by providing me with a solid structure as well as highlighting exactly what the investors would be looking for from me. We then worked together to refine the pitch and Tim gave me lots of useful feedback and advice."*

These two videos always form part of my training and are useful to help you both with the style of your presentation and the content.

How to sound smart in your Ted talk: <https://www.youtube.com/watch?v=8S0FDjFBj8o>

The magical science of storytelling: <https://www.youtube.com/watch?v=Nj-hdQMa3uA&t=8s>

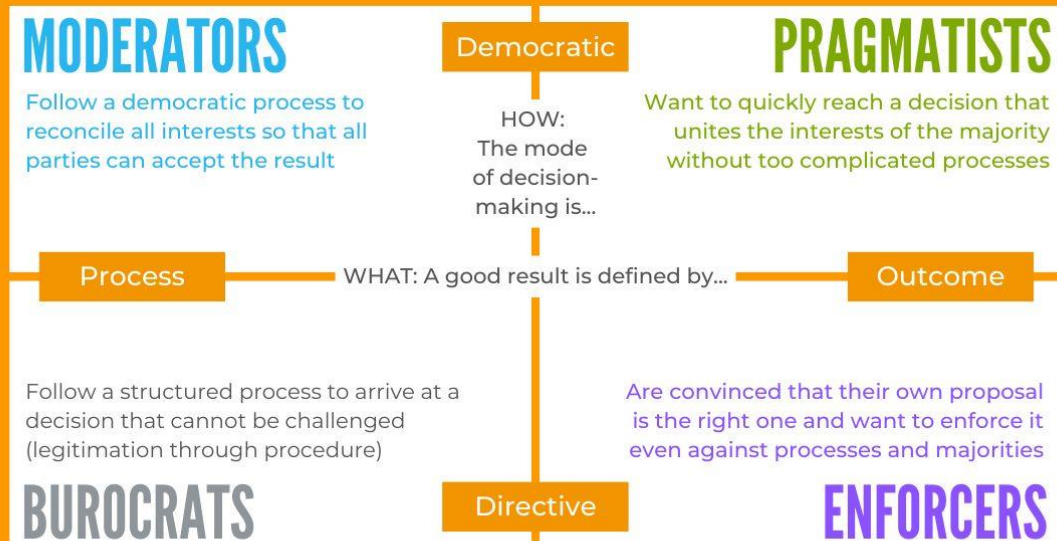
## Negotiating with different personalities

In quite a lot of my training, we look at different personalities and how this affects decision making and buying processes. It is really important that you work with people in the way that they like to be worked with rather than the way that you would like to work.

I was therefore really interested to come across this diagram recently that looked at the different personalities and how they view negotiations. We can all probably recognise ourselves in this diagram but can we recognise our customer? Understanding how they view the process will inform you in how you should go about preparing for the negotiation.



# Negotiation types in B2B



vocatus:

If you are interested, I have an online training course on negotiations, <https://hoolock-consulting.teachable.com/p/sales-negotiations>

## Exhibitions

I have been at a few exhibitions recently and like most times when I attend an exhibition, I saw people on booths doing everything they could to avoid talking to customers. Why bother going to an exhibition if you are not going to make an effort to engage with your customer? Exhibitions cost a lot of money. Spend it wisely and make the most use of your time there.

I wrote a blog all about it which you can read here: <https://www.hoolock-consulting.com/blog/2023/6/9/exhibitions>

## Harvard Business Review (<https://hbr.org/>)

Whenever I am looking for some inspiration, this is one of the most useful resources that I have found. You can have unlimited access to all articles on the website with a subscription but you can read a few articles each month for free. There are also some useful resources in video format that you can access for free as well.

For example, this video, <https://www.youtube.com/watch?v=FbtHJm8vFpE> is all about how to disagree with a superior or anyone more powerful. While we like to think that we are on a level with our customer, they are in a role that might be perceived to be superior so the techniques in the video are very useful.



## And Finally!

In The Guardian every week, there is a celebrity questionnaire which is always interesting as they ask rather different questions from the norm. So, even though I'm not a celebrity, I thought that I would answer them so that you know a bit more about me.

<p><b>What is your greatest fear?</b> Dying before I'm ready</p> <p><b>What is the trait you most deplore in yourself?</b> Being too quick to judge</p> <p><b>What is the trait you most deplore in others?</b> Lying</p> <p><b>Aside from property/cars, what is the most expensive thing you have bought?</b> While it was not that expensive; my bike when I was 19 because it was all the money that I had.</p> <p><b>Describe yourself in three words</b> Fat, funny, frivolous</p> <p><b>What is your most unappealing habit?</b> Snoring, if that can be considered a habit</p> <p><b>What scares you about getting older?</b> Losing my memory</p> <p><b>Who is your celebrity crush?</b> Reese Witherspoon</p> <p><b>What is the best book you have read?</b> A prayer for Owen Meaney by John Irving</p> <p><b>To whom would you most like to say sorry and why?</b> My friend who died of cancer who I never went to visit</p>	<p><b>What is the worst thing anyone has ever said to you?</b> I don't love you any more</p> <p><b>Would you choose fame or anonymity?</b> Fame. It gives you the opportunity to be heard and so make a difference</p> <p><b>What is your guiltiest pleasure?</b> Twitter</p> <p><b>What does love feel like?</b> Port and cheese</p> <p><b>Have you ever said "I love you" and not meant it?</b> No</p> <p><b>Which words or phrases do you most overuse?</b> Almost any swear word</p> <p><b>What is the worst job you have done?</b> Cleaned the filtration system of a swimming pool</p> <p><b>What has been your closest brush with the law?</b> Nearly being arrested for being drunk and disorderly. Three of my friends were.</p> <p><b>What keeps you awake at night?</b> Not a lot these days</p> <p><b>What is the most important lesson life has taught you?</b> Enjoy everything that you do. There is not enough time to waste on things that you do not enjoy.</p>
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## Online Training

Check out our online training courses:

[How to find a great sales opportunity](#) - Everything you need to know about finding great opportunities for generating revenue.

[How do I maximise my chances of closing a deal?](#) - Everything you need to know about giving yourself the best chance of winning sales deals.

[Sales Negotiations](#) - All you need to know to be successful during negotiations.

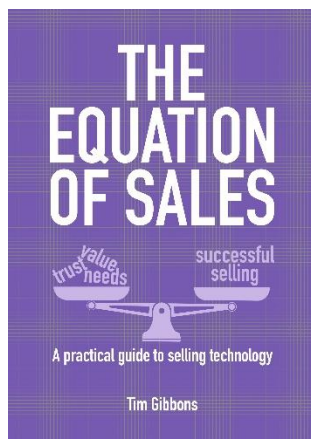
[Cold Calling](#) - How to be more successful at gaining a first appointment with a new customer.

[Selling yourself as a consultant](#) - How to successfully win more work as a oil industry consultant.

[60 Seconds in 60 Minutes](#) - How to create interesting and memorable 60 second pitches for the start of business networking meetings.

[The Equation of Sales](#) – Free. introductory training course for anyone working in business to business sales.

## The Equation of Sales



The Equation of Sales is a practical guide to selling technology. It is the distillation of more than 20 years of sales experience into practical tools for people selling technology or technical services. The book will help you to understand how to establish trust with your customer, how to identify their needs and how to demonstrate the value of your product. As a result, you will make more sales and earn more commission!

While the book is most useful for people in the early years of their sales career, it can also provide value to people at any stage of their career. There are tools and techniques that can help even the most experienced sales people.

You can buy the book here: <https://www.shieldcrest.co.uk/about/featured-authors/tim-gibbons/>

## Podcast

My podcast is available on all good podcast sites including Apple and Spotify or from <https://solvingtheequationofsales.buzzsprout.com>

## Other Resources

We provide a variety of videos on YouTube, mostly short sales tips but also some longer videos recorded during webinars. You can find them here: <https://www.youtube.com/@hoolocktim>



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